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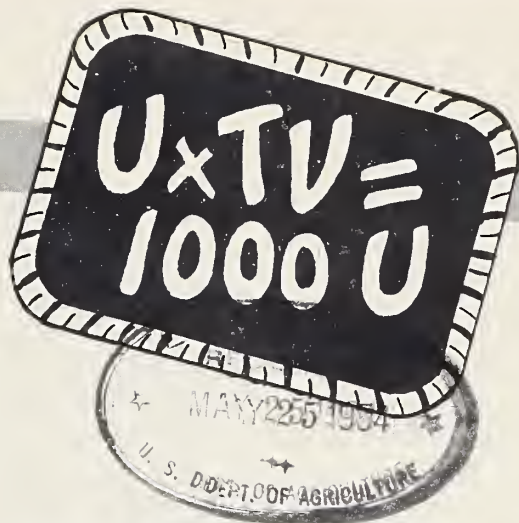
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Extension Service
U. S. DEPARTMENT OF AGRICULTURE

By Joe Tonkin
Division of Extension Information
September 1953



Yes, you times television equals one thousand of you. Television multiplies your effectiveness as an Extension worker. Keep the following points in mind when the opportunity to use television comes your way.

1. IMPACT.

The impact of television affects us whether we use it or not. Television's straight to the point, lay-it-on-the-line style leads our people to expect the same concise information from us. It calls on us for better meetings, talks that give information in one, two, three fashion, short publications, uncluttered demonstrations, and more effective visual aids.

2. WHY USE IT?

Television is more efficient. It reaches more people with a single effort on your part, and at the same time, with no more effort it reaches people you have never reached before.

3. CAN I DO IT?

Sure! Television uses the same abilities that qualified you for your Extension job in the first place. That is your ability to talk, to show, to explain, and to plan.

4. WHAT CAN I DO WITH IT?

You can do method demonstrations, which are made to order for the television closeup. Keep these demonstrations simple. Don't try to cover too much. You can do illustrated reporting, which is a television adaptation of the result demonstration where you use field specimens, and visual aids to show the value of a practice. You can carry on an interview with a guest, provided you have a field specimen, pictures, or other visual aids to form a focal point for your discussion. Finally, you can use these types of presentation individually or in combination to make up the content of your program.

By Joe Tonkin, Division of Extension Information, Extension Service, U. S. Department of Agriculture.

5. HOW CAN I DO TV?

Your starting point is PREPARATION. Preparation in Television involves careful and definite planning for the audience you reach plus extreme attention to detail. It is in this care and detail that we invest most of our Television time. Next, we are concerned with the ORGANIZATION of these details. To do this we make out a RUNDOWN SHEET. This is not a script to be read, but a plan to be followed. Give it in advance to the director of your program at the station. Go over it with him. Work closely with him.

After preparation and organization, your big job is how to show your material on camera. To do this regard the camera as a person. Show things to it as a good clerk shows you something across the counter in a department store. Hold it on target long enough for the camera to see it. Move deliberately. Don't jerk. And by all means, avoid clutter or anything that will divert the viewer's attention from where you want it to be.

6. WHAT ABOUT VISUAL AIDS?

The best visual in television is the REAL thing. Of course it is not always possible to have the real thing, a trench silo for example, in the studio. That is when visual aids literally come to our aid. We use a picture, a film, a drawing, or a model to show our audience how such a silo is constructed and how it is used. Drop cards and words on a flannelgraph serve to give visual emphasis to our recommendations. Use plain bar charts sparingly. Keep in mind that the message area of a television receiver screen demands that the subject of interest in a picture, slide, or drawing or the words on a card be well in the center with wide margins on all sides. As for color, at this time we are dealing in values of gray. There is no absolute black or absolute white on television. Avoid white and very dark clothes. Use light blues, grays, and (for the ladies) pastel shades. For contrast in cards use flat black letters on gray. Letter size should be large to the extent that about 30 characters would be the limit to the card or slide. Finally, do not forget that all television is transmitted in an aspect ratio of three units high to four units wide. For this reason you can't use slides that require vertical projection.

7. BALANCE YOUR METHODS.

Remember that television is the best substitute for a personal contact. But it is still a substitute. Face-to-face teaching and real-life demonstrations are the most effective approaches to the learning process. Balance your educational work by using all available personal, group, and mass methods. But don't neglect television, because the interested viewing audience is large and constantly growing larger.

BE SOLD ON YOUR SUBJECT. BE YOURSELF. TELEVISION IS A NATURAL FOR EXTENSION PEOPLE.

